

TIRE BRAND STUDY | CONSUMER

SOURCE: Marketplace Insights

Adjustment Policy	
Continental	9.0
Hercules	8.9
Yokohama	8.6
Pirelli	8.6
Dunlop	8.6
Sumitomo	8.5
Bridgestone	8.4
Uniroyal	8.3
Cooper	8.3
Firestone	8.2
Michelin	8.1
Goodyear	8.1
Mastercraft	8.1
Kelly	8.1
BFGoodrich	8.1
Nexen	8.0
General	7.9
Kumho	7.9
Hankook	7.6
Falken	7.6
Toyo	7.6

Merch Sup	
Continental	9.2
Hercules	8.7
Yokohama	8.5
Pirelli	8.4
Dunlop	8.3
Sumitomo	8.0
Bridgestone	8.0
Uniroyal	7.9
Cooper	7.8
Firestone	7.5
Michelin	7.5
Goodyear	7.5
Mastercraft	7.5
Kelly	7.5
BFGoodrich	7.5
Nexen	7.4
General	7.2
Kumho	6.9
Hankook	6.6
Falken	6.4
Toyo	5.9

TIRE BRAND STUDY | CONSUMER

SOURCE: Marketplace Insights

Prod. Tech.	
Continental	9.1
Yokohama	9.1
Bridgestone	8.9
Pirelli	8.8
Kumho	8.5
Dunlop	8.5
Sumitomo	8.5
Cooper	8.5
Nexen	8.2
General	8.2
Kelly	8.1
Michelin	8.1
Mastercraft	8.1
Goodyear	8.0
Hercules	7.9
Falken	7.8
Firestone	7.6
Uniroyal	7.5
BFGoodrich	7.3
Hankook	7.2
Toyo	6.8

Fuel Efficiency	
Yokohama	8.5
Sumitomo	8.5
Pirelli	8.2
Bridgestone	8.1
Dunlop	8.1
Hercules	8.1
Continental	8.1
Michelin	7.9
Cooper	7.9
Mastercraft	7.7
Firestone	7.6
Kumho	7.6
General	7.4
Goodyear	7.3
Uniroyal	7.2
Nexen	7.1
Kelly	7.0
Hankook	6.8
Falken	6.8
BFGoodrich	6.2
Toyo	6.0

TIRE BRAND STUDY | COMMERCIAL

SOURCE: Marketplace Insights

Adjustment Policy	
Sumitomo	8.8
Cooper	8.6
Dunlop	8.4
Goodyear	8.4
Yokohama	8.4
Michelin	8.3
Toyo	8.2
Bridgestone	8.2
Continental	8.1
BFGoodrich	7.9
Firestone	7.9
General	7.9
Hercules	7.9
Hankook	7.4
Kumho	7.4
Double Coin	7.1

Benefit of Tech Support	
Bridgestone	8.9
Goodyear	8.7
Michelin	8.7
Yokohama	8.5
BFGoodrich	8.4
Firestone	8.3
Cooper	8.2
Continental	8.1
General	8.1
Toyo	8.0
Sumitomo	7.9
Hankook	7.8
Dunlop	7.6
Hercules	7.2
Double Coin	6.7
Kumho	6.6

Quality	
Michelin	9.2
Bridgestone	9.1
Goodyear	8.9
Continental	8.8
Cooper	8.8
Yokohama	8.8
Toyo	8.7
BFGoodrich	8.7
Firestone	8.7
Sumitomo	8.6
Hankook	8.6
Dunlop	8.5
Hercules	8.1
General	8.0
Kumho	7.6
Double Coin	7.6

TIRE BRAND STUDY | COMMERCIAL SOURCE: Marketplace Insights

Prod. Tech.	
Bridgestone	9.3
Michelin	9.2
Goodyear	8.8
Continental	8.8
Yokohama	8.6
BFGoodrich	8.6
Hankook	8.5
Toyo	8.4
Cooper	8.4
Firestone	8.4
Sumitomo	8.3
General	8.2
Dunlop	8.1
Hercules	7.8
Kumho	7.3
Double Coin	7.2

Fuel Efficiency	
Michelin	9.1
BFGoodrich	8.6
Bridgestone	8.6
Yokohama	8.5
Continental	8.5
Hercules	8.1
Goodyear	8.1
Hankook	7.6
Firestone	7.5
Kumho	7.2
Dunlop	7.1
Cooper	7.1
Toyo	7.0
General	6.9
Sumitomo	6.6
Double Coin	6.6